AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A computer-implemented method of analyzing a data source that includes a plurality of household records, said method comprising:

determining that the data source is not a subset of a reference file, the reference file including a plurality of reference file records;

in response to determining that the data source is not a subset of the reference file, retrieving, from a nonvolatile storage area, a sample quantity of household records included in the data source, wherein the sample quantity of household records does not include all of the plurality of household records included in the data source;

comparing a name and address included in each of the household record included in the sample quantity of household records to the plurality of reference file records, the comparing resulting in matched household records whose name and address are included in one or more of the sample quantity of household records and also included in one or more of the reference file records;

determining, based upon the matched household records comparing, whether the data source is balanced, signifying that the matched household records sample quantity of household records represents the data source; and adjusting, based upon determining whether the data source is balanced, the sample quantity of household records such that, after performing again the comparing and the determining using the adjusted sample quantity of household records, the matched records corresponding to the adjusted sample quantity of household records is balanced and represents the data source;

generating a comparison master file based upon the adjusted sample quantity of household records, the comparison master file including a portion of the plurality of household records included in the data source;

analyzing, in response to the analyzing, the comparison master file using the reference file;

selecting a data source vendor corresponding to the data source in response to the analyzing; and

providing the selection of the data source vendor to a user.

2.   (Currently Amended) The method as described in claim 1 wherein the generating further comprises ~~further comprising~~:

determining a match proportion based on the adjusted sample quantity of household records and the matched household records corresponding to the adjusted sample quantity of household records;

calculating a new source file sample quantity by dividing the adjusted sample quantity of household records by the match proportion; and

matching the name and address of the household records included in the new source file sample quantity to the reference file records, the matching resulting in the comparison master file. ~~of the household records included in the adjusted sample quantity of household records to one or more reference file records; generating a comparison master file based on the matching; and assigning an index number to each record in the comparison master file.~~

3.   (Original) The method as described in claim 1 further comprising:

retrieving a rule corresponding to an element in the data source;

determining whether the element in the data source approximates a corresponding value in the reference file based on the retrieved rule; and

assigning a match to the element in response to the determination.

4.   (Currently Amended) The method as described in claim 1 further comprising:

calculating a first bias value based upon matching one or more ~~elements of~~ household records included in the comparison master file ~~of the household records included in the adjusted sample quantity of household records~~ to <u>one or more elements included in</u> the reference file records.

5.   (Currently Amended) The method as described in claim 4 further comprising:

calculating a second bias value based upon matching one or more <u>elements of</u> household records from a second data source to one or more <u>of the</u> reference file records; and

wherein the selecting includes comparing the first bias value to the second bias value.

6.   (Canceled)

7.   (Canceled)

8.   (Currently Amended) An information handling system comprising:

one or more processors;

a memory accessible by the processors;

one or more nonvolatile storage devices accessible by the processors;

a data source handling tool to manage a data source stored on one of the nonvolatile storage devices, the data source handling tool including:

means for determining that the data source is not a subset of a reference file<u>, the reference file including a plurality of reference file records</u>;

in response to determining that the data source is not a subset of the reference file, means for retrieving, from a nonvolatile storage area, a sample quantity of household records included in the data source, wherein the sample quantity of household records does not include all of the plurality of household records included in the data source;

means for comparing a name and address included in each of the household record included in the sample quantity of household records to the plurality of reference file records, the comparing resulting in matched household records whose name and address are included in one or more of the sample quantity of household records and also included in one or more of the reference file records;

means for determining, based upon the matched household records comparing, whether the data source is balanced, signifying that the matched household records sample quantity of household records represents the data source; and

means for adjusting, based upon determining whether the data source is balanced, the sample quantity of household records such that, after performing again the comparing and the determining using the adjusted sample quantity of household records, the matched records corresponding to the adjusted sample quantity of household records is balanced and represents the data source;

means for generating a comparison master file based upon the adjusted sample quantity of household records, the comparison master file including a portion of the plurality of household records included in the data source;

means for analyzing, in response to the analyzing, the comparison master file using the reference file;

means for selecting a data source vendor corresponding to the data source in response to the analyzing; and

means for providing the selection of the data source vendor to a user.

9.   (Currently Amended) The information handling system as described in claim 8 further comprising:

means for determining a match proportion based on the adjusted sample quantity of household records and the matched household records corresponding to the adjusted sample quantity of household records;

means for calculating a new source file sample quantity by dividing the adjusted sample quantity of household records by the match proportion; and

means for matching the name and address of the household records included in the new source file sample quantity to the reference file records, the matching resulting in the comparison master file. of the household records included in the adjusted sample quantity of household records to one or more reference file records;

means for generating a comparison master file based on the matching; and assigning an index number to each record in the comparison master file.

10.   (Original) The information handling system as described in claim 8 further comprising:

means for retrieving a rule corresponding to an element in the data source from one of the nonvolatile storage devices;

means for determining whether the element in the data source approximates a corresponding value in the reference file based on the retrieved rule; and

means for assigning a match to the element in response to the determination.

11.   (Currently Amended) The information handling system as described in claim 8 further comprising:

means for calculating a first bias value based upon matching one or more elements of household records included in the comparison master file of the household records included in the adjusted sample quantity of household records to one or more elements included in the reference file records.

12.   (Currently Amended) The information handling system as described in claim 11 further comprising:

means for calculating a second bias value based upon matching one or more <u>elements of </u>household records from a second data source to one or more <u>of the</u> reference file records; and wherein the selecting includes comparing the first bias value to the second bias value.

13.   (Canceled)

14.   (Canceled)

15.   (Currently Amended) A computer program product stored on a computer operable media, the computer operable media containing instructions for execution by a computer, which, when executed by the computer, cause the computer to implement a method for selecting a data source vendor, the method comprising:

determining that the data source is not a subset of a reference file<u>, the reference file including a plurality of reference file records</u>;

in response to determining that the data source is not a subset of the reference file, retrieving, from a nonvolatile storage area, a sample quantity of household records included in the data source, wherein the sample quantity of household records does not include all of the plurality of household records included in the data source;

comparing <u>a name and address included in</u> each <u>of the</u> ~~household record included in the~~ sample quantity of household records to the <u>plurality of </u>reference file <u>records, the comparing resulting in matched household records whose name and address are included in one or more of the sample quantity of household records and also included in one or more of the reference file records</u>;

determining, based upon the <u>matched household records</u> ~~comparing~~, whether the data source is balanced, signifying that the <u>matched household records</u> ~~sample quantity of household records~~ represents the data source; ~~and~~

adjusting, based upon determining whether the data source is balanced, the sample quantity of household records such that, after performing again the comparing and the determining using the adjusted sample quantity of household records, the matched records corresponding to the adjusted sample quantity of household records is balanced and represents the data source;

generating a comparison master file based upon the adjusted sample quantity of household records, the comparison master file including a portion of the plurality of household records included in the data source;

analyzing, in response to the analyzing, the comparison master file using the reference file;

selecting a data source vendor corresponding to the data source in response to the analyzing; and

providing the selection of the data source vendor to a user.

16. (Currently Amended) The computer program product described in claim 15 wherein the method further comprises:

determining a match proportion based on the adjusted sample quantity of household records and the matched household records corresponding to the adjusted sample quantity of household records;

calculating a new source file sample quantity by dividing the adjusted sample quantity of household records by the match proportion; and

matching the name and address of the household records included in the new source file sample quantity to the reference file records, the matching resulting in the comparison master file. of the household records included in the adjusted sample quantity of household records to one or more reference file records; generating a comparison master file based on the matching; and assigning an index number to each record in the comparison master file.

17.   (Previously Amended) The computer program product described in claim 15 wherein the method further comprises:

retrieving a rule corresponding to an element in the data source from the nonvolatile storage area;

determining whether the element in the data source approximates a corresponding value in the reference file based on the retrieved rule; and

assigning a match to the element in response to the determination.

18.   (Currently Amended) The computer program product described in claim 15 wherein the method further comprises:

calculating a first bias value based upon matching one or more <u>elements of household records included in the comparison master file</u> ~~of the household records included in the adjusted sample quantity of household records~~ to <u>one or more elements included in</u> the reference file records.

19.   (Currently Amended) The computer program product described in claim 18 wherein the method further comprises:

calculating a second bias value based upon matching one or more <u>elements of</u> household records from a second data source to one or more <u>of the</u> reference file records; and

wherein the selecting includes comparing the first bias value to the second bias value.

20.   (Canceled)